

## Statewide Lodging Performance January 2006-2007

Market/Year	Month of January					Year-to-Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
<i>United States</i>										
2006	53.6%	\$93.50	\$50.10	72,588,540	135,472,139	53.6%	\$93.50	\$50.10	72,588,540	135,472,139
2007	52.8%	\$99.55	\$52.59	72,318,513	136,889,521	52.8%	\$99.55	\$52.59	72,318,513	136,889,521
% change	-1.5%	6.5%	5.0%	-0.4%	1.0%	-1.5%	6.5%	5.0%	-0.4%	1.0%
<i>Mountain Region</i>										
2006	57.9%	\$102.86	\$59.58	9,431,145	16,283,277	57.9%	\$102.86	\$59.58	9,431,145	16,283,277
2007	58.5%	\$112.44	\$65.81	9,530,918	16,284,145	58.5%	\$112.44	\$65.81	9,530,918	16,284,145
% change	1.0%	9.3%	10.5%	1.1%	0.0%	1.0%	9.3%	10.5%	1.1%	0.0%
<i>State of Arizona</i>										
2006	65.6%	\$107.59	\$70.59	2,035,801	3,103,007	65.6%	\$107.59	\$70.59	2,035,801	3,103,007
2007	67.5%	\$122.12	\$82.43	2,087,377	3,092,529	67.5%	\$122.12	\$82.43	2,087,377	3,092,529
% change	2.9%	13.5%	16.8%	2.5%	-0.3%	2.9%	13.5%	16.8%	2.5%	-0.3%
<i>Metro Phoenix</i>										
2006	73.2%	\$126.40	\$92.58	1,211,212	1,653,726	73.2%	\$126.40	\$92.58	1,211,212	1,653,726
2007	75.8%	\$144.45	\$109.43	1,243,869	1,641,915	75.8%	\$144.45	\$109.43	1,243,869	1,641,915
% change	3.6%	14.3%	18.2%	2.7%	-0.7%	3.6%	14.3%	18.2%	2.7%	-0.7%
<i>Metro Tucson</i>										
2006	70.0%	\$104.15	\$72.88	335,988	480,128	70.0%	\$104.15	\$72.88	335,988	480,128
2007	72.7%	\$116.44	\$84.67	348,630	479,415	72.7%	\$116.44	\$84.67	348,630	479,415
% change	3.9%	11.8%	16.2%	3.8%	-0.1%	3.9%	11.8%	16.2%	3.8%	-0.1%
<i>Flagstaff AZ</i>										
2006	42.3%	\$55.78	\$23.58	64,422	152,427	42.3%	\$55.78	\$23.58	64,422	152,427
2007	43.4%	\$62.95	\$27.34	66,206	152,427	43.4%	\$62.95	\$27.34	66,206	152,427
% change	2.6%	12.9%	15.9%	2.8%	0.0%	2.6%	12.9%	15.9%	2.8%	0.0%
<i>Non-metro AZ</i>										
2006	51.5%	\$63.72	\$32.80	467,042	907,246	51.5%	\$63.72	\$32.80	467,042	907,246
2007	53.5%	\$70.43	\$37.68	486,278	908,858	53.5%	\$70.43	\$37.68	486,278	908,858
% change	3.9%	10.5%	14.9%	4.1%	0.2%	3.9%	10.5%	14.9%	4.1%	0.2%

Source: Smith Travel Research